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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q54-Q59):

### NEW QUESTION # 54

Your client would like to create a new harmonization field - Exam Topic.

The below table represents the harmonization logic from each source.

□

As can be seen from the table there are in fact two fields that hold a certain connection: Exam ID and Exam Topic. The connection indicates that where an Exam ID is found -a single Exam Topic value is associated with it.

The Client has a requirement to be able to view measurements from all data sources sliced by Exam Topic values as seen in the following example:

Which harmonization feature should an Implementation engineer use to meet the client's requirement?

- A. Transformers
- B. Fusion
- C. Calculated dimensions
- **D. Custom Classification**
- E. Parent Chile

**Answer: D**

Explanation:

To meet the client's requirement of slicing measurements by 'Exam Topic' values, an Implementation Engineer should use Custom Classification. This feature allows different Exam IDs to be classified into their respective Exam Topics, ensuring that data from all sources can be accurately harmonized and analyzed based on these topics.

### NEW QUESTION # 55

Which three statements accurately describe the different data stream types in Marketing Cloud intelligence?

- **A. All data stream types consist of at least one entity**
- **B. Each data stream type has its own set of measurements**
- **C. Each data stream type has Its own main entity**
- D. All data stream types share at least one mutual measurement
- E. Every data stream type includes the Medio Buy entity

**Answer: A,B,C**

Explanation:

In Marketing Cloud Intelligence, data stream types are templates that define how data should be structured within the system. Each data stream type:

B. Includes at least one entity, which is a fundamental component of the data stream and represents a collection of related data points.

D. Has its own main entity, which is the primary focus of that particular data stream type and serves as the central point of reference for the associated data.

E. Contains its own unique set of measurements that are specific to the type of data being captured within that stream. These measurements represent quantitative data that can be analyzed within the context of the main entity and other dimensions present in the data stream.

A is incorrect because not every data stream type includes the Media Buy entity-this is specific to certain types of advertising data streams. C is incorrect because not all data stream types share at least one mutual measurement; measurements are typically unique to the data stream's focus and purpose.

### NEW QUESTION # 56

An implementation engineer is requested to extract the first three-letter segment of the Campaign Name values.

For example:

Campaign Name: AFD@Mulop-1290

Desired outcome: AFD

Other examples:

Which formula will return the desired values?

- A. LEFT(EXTRACT(csv[campaign\_name]}'-/',1),3)
- B. EXTRACT(csv[campaign\_name]',-,0)
- **C. EXTRACT(csv[campaign\_name!:@',1)**
- D. EXTRACT(EXTRACT(csv['campaign\_name']]/@',1),-,0)
- E. LEFT(EXTRACT(csy['campaign\_name]],~',0),3)

**Answer: C**

Explanation:

The EXTRACT function is used to split a string based on a delimiter and return the segment at the specified position. The campaign names are structured with the segment of interest followed by an '@' sign. Therefore, the formula needs to extract the segment before the '@'.

The correct formula is: EXTRACT(csv['campaign\_name']; '@', 1). This will take the 'campaign\_name' field, split it at the '@' sign, and return the first segment (position 1), which is the three-letter code that is required. The other options are incorrect because they do not properly specify the delimiter and the segment position in the way needed to achieve the desired outcome.

### NEW QUESTION # 57

A technical architect is provided with the logic and Opportunity file shown below:

The opportunity status logic is as follows:

For the opportunity stages "Interest", "Confirmed Interest" and "Registered", the status should be "Open".

For the opportunity stage "Closed", the opportunity status should be closed Otherwise, return null for the opportunity status

Given the above file and logic and assuming that the file is mapped in a GENERIC data stream type with the following mapping:

"Day" - Standard "Day" field

"Opportunity Key" > Main Generic Entity Key

"Opportunity Stage" - Generic Entity Key 2

"Opportunity Count" - Generic Custom Metric

A pivot table was created to present the count of opportunities in each stage. The pivot table is filtered on January (entire month).

What is the number of opportunities in the Interest stage?

- A. 0
- B. 1
- C. 2
- **D. 3**

**Answer: D**

Explanation:

Based on the Opportunity file, the Opportunity Stage of 'Interest' occurs 3 times across unique Opportunity Keys. Since the pivot table is filtered to present the entire month of January and the Opportunity Stage 'Interest' is listed three times with different Opportunity Keys, the count of opportunities in the 'Interest' stage would be 3.

### NEW QUESTION # 58

Your client has provided sample files of their data from the following data sources:

Google Campaign Manager

Below are the requirements from the client and additional information:

\* The sources are linked to each other by shared Media Buy names.

\* In addition to the mutual Media Buys, the sources contain campaign and site values. However, the client would like to see the campaign/site values coming from Google CM and not from Google DV360.

\* The source of truth for cost is Google DV360

Which action(s) are needed to take place in order to meet the client's requirement and set Google DV360 as the source of truth for Cost?

- A. Set 'Inherit Attributes and Hierarchies' as the Data updates Permissions for Google DV360
- **B. Unmap 'Cost' in Google Campaign Manager**
- C. Unmap 'Cost' in Google DV360
- D. Set Update Attributes and Hierarchies' as the Data updates Permissions for Google DV360

**Answer: B**

Explanation:

To set Google DV360 as the source of truth for cost:

The cost data from Google DV360 should be prioritized, which means ensuring that the 'Cost' field in Google Campaign Manager is not mapped or is mapped with less priority compared to Google DV360.

Given that DV360 is to be the source of truth, you do not want competing cost data from Campaign Manager. Unmapping 'Cost' in Google Campaign Manager prevents conflicting data between the two sources and upholds the integrity of the cost data coming from Google DV360.

## NEW QUESTION # 59

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